

Communications Offices

Code: 103160
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

Name: Santiago Jordan Avila
Email: Santiago.Jordan@uab.cat

Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

Not required

Objectives and Contextualisation

Define the role of communication offices in the marketing mix. Analyze its evolution, functions, services and work

- Personal Branding Pla
- Establish a 360° vision "integrated" in the communication of business e
- Corporate and product communication in current business societies.
- The communication plan both internally and externally.

- Application of theoretical knowledge in seminars and cases based on re
- Professional opportunities from the advertising and public relations side

Competences

- Analyse market data (competition and brand image) to develop a communication plan.
- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.

- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Learning Outcomes

1. Analyse the principles that lay the foundations for effectiveness analysis (cost-impact ratio).
2. Describe the nature of exchange relations between advertising companies and consumers.
3. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
4. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

Study of the functions of the strategic direction of advertising and public relations in organizations.

- Basic tools for the communication management of organizations.
 - Study of the methodologies and sources used for planning advertising r
 - Study of the strategies for the development of marketing actions.
 - Study of the functional characteristics of account management.
 - Operational development of the planner of the communication cabinets
 - Media strategy and advertising supports for communication offices
 - Study and development of public relations in the different organizing se economic and political.
 - Development of the planning of specific Public Relations techniques rel public organizations.
 - Knowledge of the theories of consumer behavior formulated from the di marketing study.
 - Study and analysis of the management processes of the different functi Public relations.
- Additional comments

Methodology

Master classes and student participation.

- Practical cases for debate and development
 - Development of a communication plan based on a real case.
- The proposed teaching methodology and evaluation may undergo some

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
-------	-------	------	-------------------

Type: Directed

Theoretical and practical classes and seminars	52.5	2.1	1, 4, 2, 3
Type: Supervised			
Tutorials and revision of exercises	7.5	0.3	1, 2, 3
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	1, 4, 2, 3

Assessment

Exam: 30%. Recoverable

Works 70%. Recoverable. Configurations for different tests that individual
It is compulsory to attend the classroom for the exhibition of works and
All activities, both theory and practice (seminars and laboratories), are re
Evaluation activities

Title Weight Hours Credits Learning Outcomes

Theory, Seminars, Tutorials, Readings and theory works 20%; works 70%

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	2	0.08	1, 4, 2, 3
Exercises and homeworks	70%	5.5	0.22	1, 4, 2, 3

Bibliography

In the Moodle classrooms the reference bibliography will be posted

Software

The subject does not require any software.